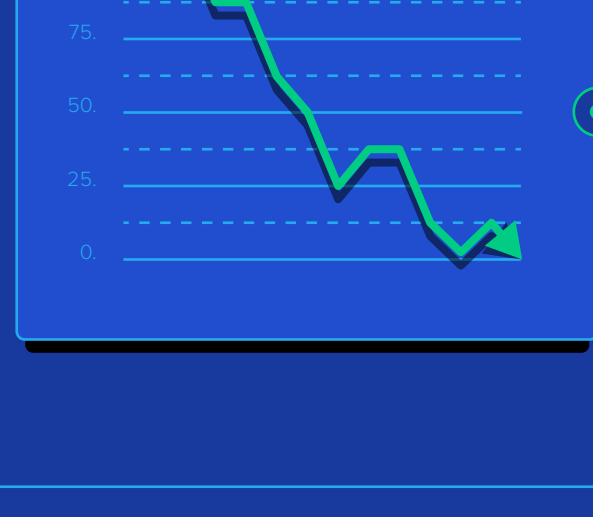


# Know Your User - UX Statistics and Insights

**88%**

of online consumers are less likely to return to a site after a bad experience



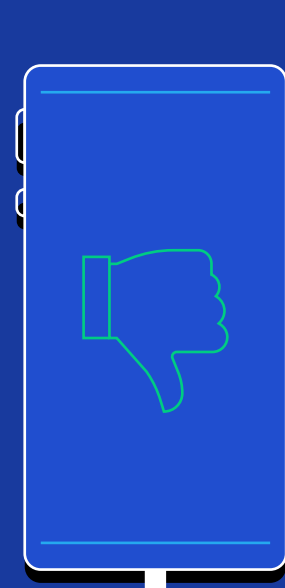
**90%**

of users reported they stopped using an app due to poor performance

Slow-loading websites cost retailers more than

**\$2 billion**

in lost sales each year



Mobile users are

**5 times**

more likely to abandon a task if a site isn't optimized for mobile

**53%**

of mobile site visits are abandoned if pages take longer than three seconds to load



3 2 1 ...



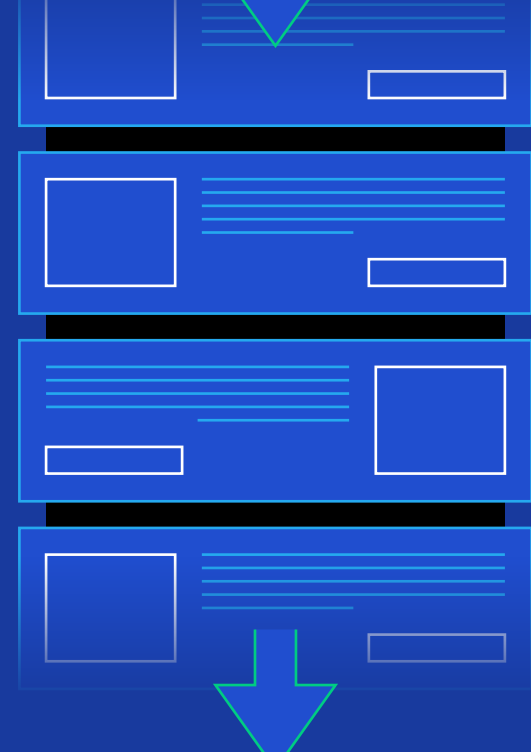
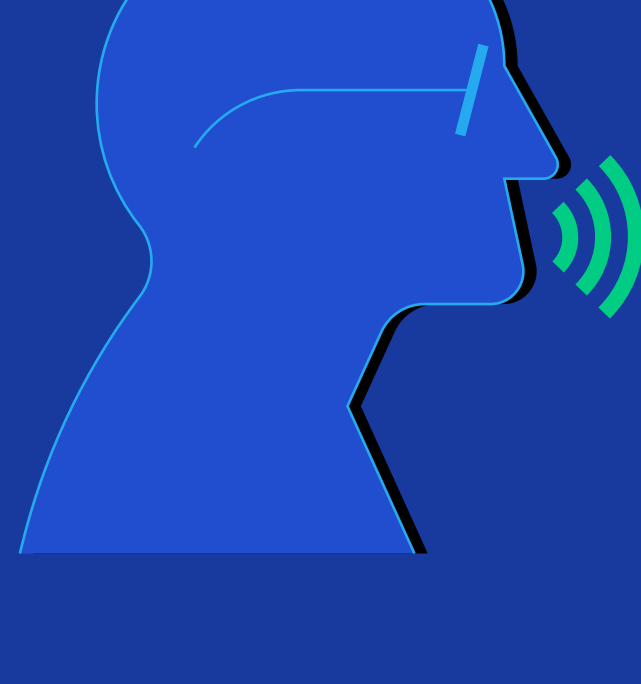
People who have a negative brand experience on mobile are

**62%**

less likely to purchase from that brand in the future

**51%**

of people 55 years old and older said a top reason for using their voice-activated speaker is "it empowers me to get answers and information instantly"

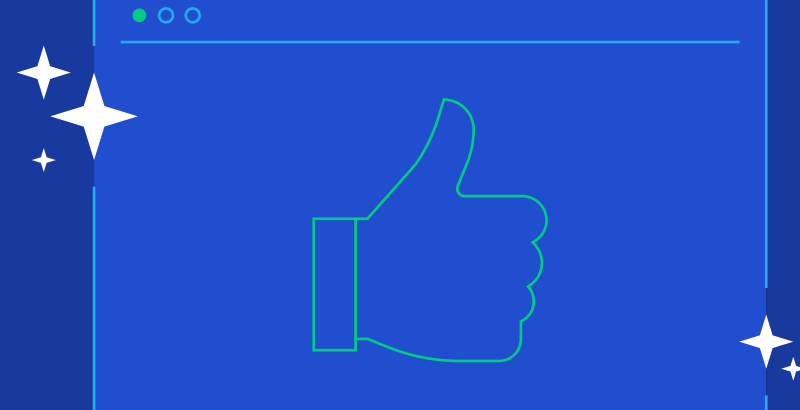
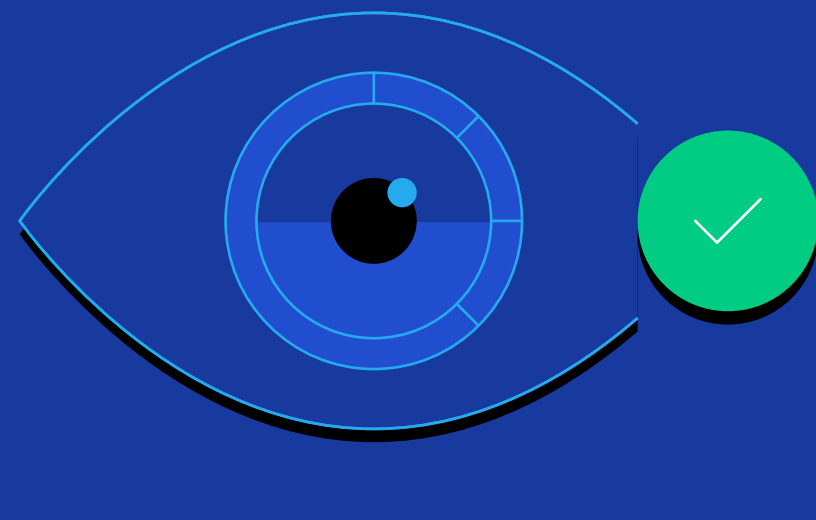


Using infinite scrolling on certain sites can lower a site's bounce rate. It's been adopted by Time, NBC News, and The LA Times

First impressions are

**94%**

design-related



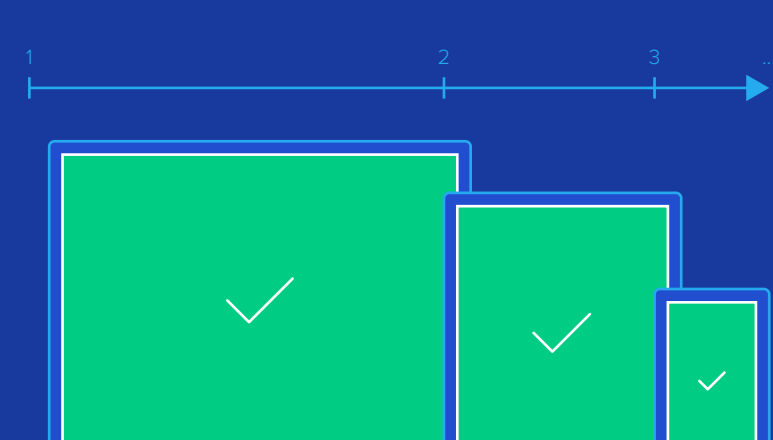
Judgments on website credibility are

**75%**

based on a website's overall aesthetics

**83%**

of people say a 'seamless experience across all devices' is very important

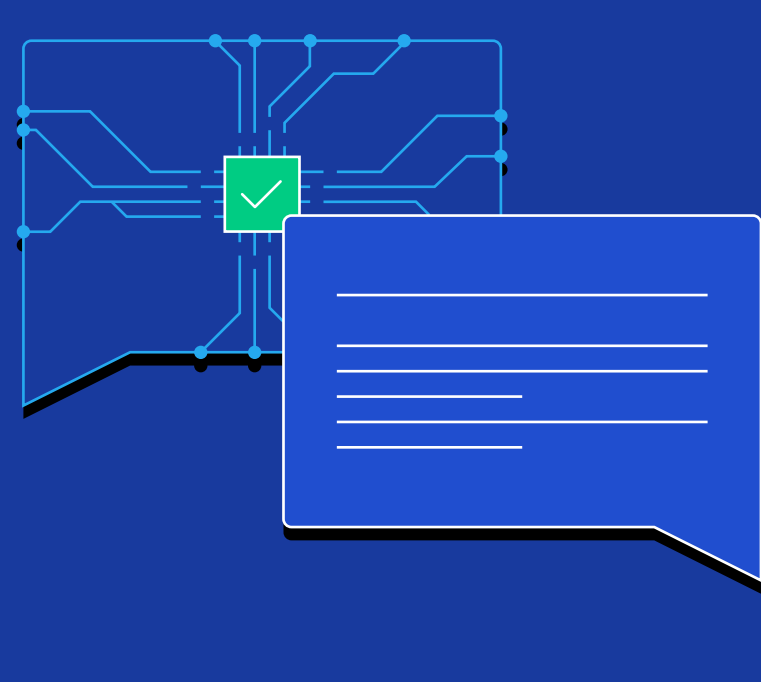
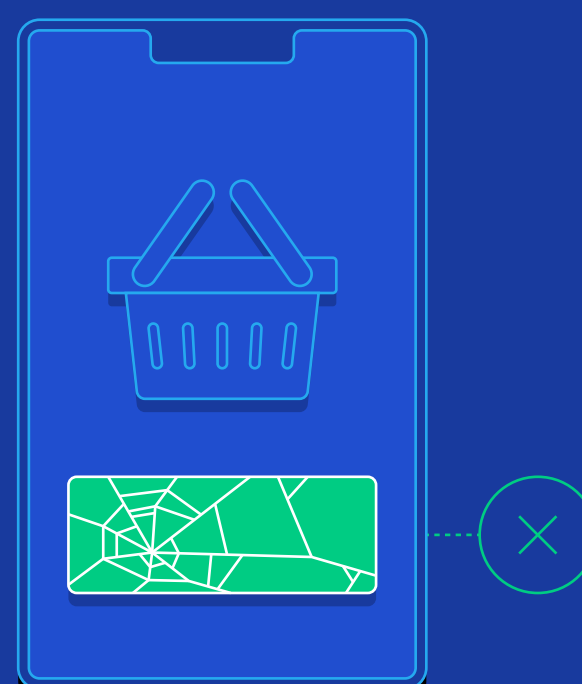


**9 in 10**

smartphone owners who describe a mobile brand experience as helpful would purchase from the brand again

**46%**

of people say they would not purchase from a brand again if they had an interruptive mobile experience



**63%**

of people would consider messaging an online chatbot to communicate with a business or brand

Sources:

- eConsultancy
- Google
- Forrester Research
- AppDynamics
- University of Surrey
- Northumbria University
- Sheffield University

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